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7-1996

## ACUTA eNews July 1996, Vol. 25, No. 7

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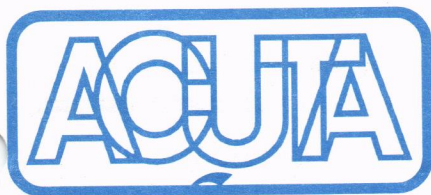


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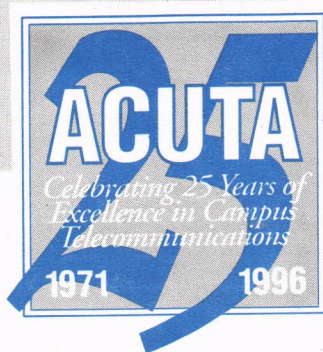
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# News

July 1996

Association of College & University  
Telecommunications Administrators



THE VOICE OF  
TELECOMMUNICATIONS  
IN HIGHER EDUCATION

## New Board of Directors Prepares for 1996-97

**David E. O'Neill, ACUTA President**  
*Eastern Washington Univ.*

Each year at this time ACUTA's Board of Directors recognizes changes in key leadership positions as a result of annual elections. This year three familiar faces will assume new roles in service to the Association, and the Board will welcome one person new to the leadership ranks. These changes are effective at the close of the Annual Conference.

President-Elect Margie Milone from Kent State is well known among ACUTA members old and new. As Membership Chair for four years, Margie made it her personal goal to speak to every First-Timer at the past sixteen events. "It is such an honor to have been elected to this position," Margie said recently, "and at the same time I consider it an awesome responsibility. I look forward to serving the Association at this level and hope I can continue in the tradition of those who have gone before me."

Director-at-Large Buck Bayliff of Wake Forest University was elected Secretary/Treasurer. Buck has served as a Regional Director and Director-at-Large for five years. His familiarity with ACUTA and years of service on the Board have prepared him for the challenges that face us as we lead ACUTA on a path of financial stability and growth.

We welcome back Linda Bogden-Stubbs, Director of Telecommunications at SUNY Health Science Center at Syracuse, who won re-election to her second term as Director-at-Large.

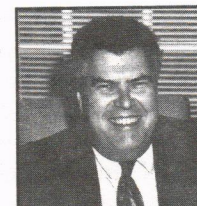
In her first ACUTA Board position, Donna Borden, University of Delaware, will serve as Director-at-Large. Donna has been Manager of Telephone Services at the University of Delaware since 1991. Her contribution to ACUTA as State Coordinator for the past five years has been considerable, and we look forward to adding her voice to ACUTA's Board.

In accordance with the bylaws, I will remain on the Board as Immediate Past President, and President-Elect Jim Cross of Michigan Tech will assume the role of President. Marianne Landfair of Indiana University System and Anthony Mordosky of Millersville University did not face re-election this year and will be returning as Directors-at-

*See Elections... on page 2*



Margie Milone  
Kent State Univ.  
President-Elect



Buck Bayliff  
Wake Forest Univ.  
Secretary/Treasurer



Linda Bogden-Stubbs  
SUNY Health Sci.Ctr.  
Director-at-Large



Donna Borden  
Univ. of Delaware  
Director-at-Large

## ACUTA Announces Quarterly Journal

**Mark Kuchefski, Indiana State University**  
ACUTA Publications Committee Chair

After more than a year of research and planning, the Board of Directors and the Publications Committee will announce at the 25th Annual Conference in Chicago plans for publishing a quarterly journal.

According to the mission statement, the Journal, entitled *The ACUTA Journal: Telecommunications in Higher Education*, "will support the goal of providing the core membership with educational and developmental opportunities. Through original articles and case studies submitted by members and nontraditional sources such as faculty and other researchers, the Journal will provide information on current and emerging issues of importance to the members as they pursue the mission of their institutions.

*See Journal... on page 7*





## Board Report June

The June Board conference call set the tone for the upcoming Chicago Board meeting and our 25th Annual Conference.

Committee Chairs and ACUTA's Executive Director are putting together the final touches for the conference, including finalizing the breakout sessions. ACUTA's "Time Capsule" project for our 25th Annual Conference is well under way, and the Board expects that material for inclusion in the time capsule will come from many members.

Other items on the agenda included committee reports and:

- Board approval of the budget for fiscal year 1996-1997.
- President O'Neill's request that recommendations on refining the seminar planning process, including better utilization of ACUTA's professional staff and Program Committee, be presented to the Board in Chicago. This is part of an on-going process to deliver the best possible content to members.
- Board approval of making ACUTA's Strategic Plan available to members.
- Adoption of title and cover page design for the *ACUTA Journal: Telecommunications in Higher Education*.
- Board approval of new appointments to the Membership Committee.

Submitted by:

*Anthony R. Tanzi*

Anthony R. Tanzi, RCDD  
Brown University  
ACUTA Secretary/Treasurer

## Elections...

*Continued from page 1*

Large. One more Director-at-Large will be appointed by incoming President Jim Cross.

Retiring Board members include Tony Tanzi, Secretary/Treasurer, and Randy Collett, who served as President last year, then was appointed Director-at-Large when taking a position with Sprint disqualified him from serving as Immediate Past President. Our deepest thanks to these two gentlemen whose efforts have been tireless and whose commitment to the Association was unwavering.



**It is an honor and a pleasure to have the opportunity to serve as ACUTA's President for the next year. It is exciting to know that I, along with other Board members, will have a role in shaping ACUTA's future into the millennium. I am looking forward to serving the organization and appreciate the members' support and confidence in me and the other Board members.**

—Dr. James S. Cross  
Michigan Technological University

Our thanks also to other candidates who were not elected. This year's elections were among the closest ever, and we appreciate everyone who was willing to give something back to the Association. There are many ways to serve the Association, and many benefits as a result. We encourage everyone who has considered volunteering for a committee or in some other capacity to contact any Board member for more information about this type of personal as well as professional growth.

## Association of College and University Telecommunications Administrators

### ACUTA NEWS, Vol. 25, No. 7

#### PRESIDENT

David E. O'Neill  
Eastern Washington University

#### PRESIDENT-ELECT

Dr. James S. Cross  
Michigan Technological Univ.

#### SECRETARY/TREASURER

Anthony R. Tanzi, RCDD  
Brown University

#### IMMEDIATE PAST PRESIDENT

Vacant

#### DIRECTORS-AT-LARGE:

Buck Bayliff, Wake Forest University  
Linda Bogden-Stubbs, SUNY Health Sci. Ctr.  
Randal R. Collett, Sprint  
Marianne Landfair, Indiana Univ. System  
Anthony J. Mordosky, Millersville Univ.

#### COMMITTEE CHAIRS

*Legislative/Regulatory*  
Ferrell Mallory, Brigham Young Univ.  
*Marketing*  
Maureen Trimm, Stanford Univ.  
*Membership*  
Margaret Milone, Kent State Univ.  
*Program/Education*  
Jan Weller, Univ. of Kansas  
*Publications*  
Mark Kuchefski, Indiana Univ.  
*Vendor Liaison*  
Patricia Searles, Cornell Univ.

#### STAFF

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**ADMINISTRATIVE SECRETARY**  
Shannon Campbell  
**BUSINESS MANAGER**  
Eleanor Smith  
**COMMUNICATIONS MANAGER**  
Pat Scott  
**COMPUTER SERVICES MANAGER**  
Aaron Fuehrer  
**MEETINGS MANAGER**  
Lisa Cheshire  
**MEMBERSHIP DEVELOPMENT MANAGER**  
Kellie Bowman  
**MANAGER, CORP. RELATIONS/MARKETING**  
L. Kevin Adkins, RCDD

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## ACUTA Office Adds Voice Mail

Have you called the ACUTA office lately? We recently added voice mail to our system with an automated attendant on duty after hours. (Staff will continue to answer 8:00 a.m.—Noon and 1:00–5:00 p.m. Eastern) So reaching the ACUTA staff is more convenient than ever! Call us at 606/278-3338. Leave general messages at extension 33.

Jeri Semer, Executive Dir. .... x25  
Kevin Adkins, Mgr. Corp. Rel/Mkt... x24  
Kellie Bowman, Memb. Dev. Mgr. ... x22  
Shannon Campbell, Admin. Sec. .... x37

Lisa Cheshire, Meetings Mgr. .... x26  
Aaron Fuehrer, Comp. Svcs. Mgr. ... x29  
Pat Scott, Comm. Mgr. .... x21  
Eleanor Smith, Business Mgr. .... x23



### Passing Reflections

My year as President has come to an end, and as I begin to formulate thoughts one last time for the President's monthly column, I can't help but reflect.

A number of tasks have been put before me this past year. Some have been, although time consuming, routinely mundane in nature. Some appeared insurmountable until unleashed upon by the spirit of volunteerism that is the heart and true nature of ACUTA members. Many were met head on by our incomparable professional staff and swiftly reduced to mere action completed informational items on some monthly activity report. Many became the focus of Board contemplation, discussion and action. This governance process has not been taken lightly by any one member of the Board.

There is one task, however, this past year that stands out in my mind. That is the composing of a few short paragraphs each month for the newsletter. Just ask any past President. Each will have an opinion. And each will be different.

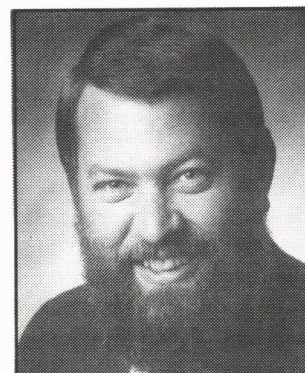
Usually not wanting for an opinion, a position on any issue, or a bit of advice to offer (be it sound or otherwise—remember you get what you pay for), I

have always struggled right down to the last day or so before going to print to have my column to our ever-so-patient Communications Manager in Lexington. Contemplating this phenomenon, I considered the complexity of the topics addressed, the obvious importance and significance of what was being written, and the impact such weighty material might have upon the readership. As much as I'd like to believe each has contributed to my dependable tardiness, greater contemplation tends me otherwise.

I then began examining with great care the balance that must apparently be applied among personal, university, and Association responsibilities. Our volunteers seem to exhibit the ability to exercise this balance as demonstrated in their valued and timely contributions. True, for each volunteer contributing to the Association, in whatever role, contributions are, at best, collateral and most often subservient to personal or university responsibilities; but these volunteers have been able to do it, so why do I seem to struggle? Thus I rationalize that personal or university business has forced my back against the wall one more time. Further contemplation reveals reality. I have again procrastinated.

Thanks. It's been fun...

## President's Message



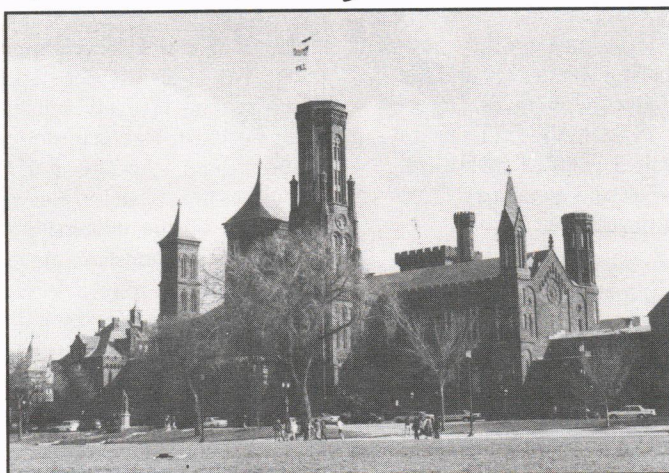
**Dave O'Neill**

Eastern Washington University

ACUTA President



### Welcome to Washington D. C.



One of the buildings in the Smithsonian Institute complex

## ACUTA

### Fall Seminars

October 27 – 30, 1996

Alexandria, Virginia  
Radisson Plaza Hotel

#### Track I

DesktopVideo: Technical &  
Management Issues & Applications

#### Track II

Internet & Intranet:  
The Good, the Bad & the Ugly



# Do You Tax Student Long Distance Bills?

*Recently the ACUTA listserve hosted a lively discussion regarding whether schools have to charge tax for long distance services they resell to students. Confusion has emerged ahead of a simple answer, and laws appear to vary state-by-state. Presented here are comments contributed by our members who have faced this issue.*

*This article is intended only for information and does not attempt to serve as an authoritative guide for any individual situation. If you have questions, we recommend that you seek definitive answers from appropriate local sources.*

**Lee Ann Hall of Ohio Northern University** posed this question: "We are a private school about to provide student resale of long distance by ourselves. Should we charge state or federal tax on our student long distance bills? During casual conversations with telecom staff from other colleges, I've heard yes and no. What is the real answer?"

**Jeanne Jansenius, University of the South**, quoted the *Higher Education Management Newsletter* (March 1996) which talked about Private Letter Ruling 9533029. In this legislation, the IRS ruled that a state university was not required to pay federal communications excise tax on local and toll telephone service or on the phone service it provided to its on-campus student residences. IRS also reasoned that student phones are provided as part of the residence fee. Students do not contract with a separate carrier for their local phone service; the carrier looks to the university for payment. Therefore, this service is also exempt from the excise tax. The IRS did note, however, that students who make special arrangements with long distance carriers would be liable for the tax on amounts paid for such services.

Another reply came from **Leidy Smith, President, Resicom Corp.**, who expanded his answer for the *ACUTA News*:

Having recently gone through the unpleasant experience of an audit from the City of Chicago, I have three basic comments on taxes and how/if they should be charged to students purchasing phone service from a college.

The first is that some auditors know very little about exemptions. If you charge taxes on some charges, but not on others, be prepared to have documentation to prove why you do not charge taxes on those charges. This is particularly true of the Municipality Gross Receipts, Utility, or Message Tax. These taxes use a broad definition for taxable revenue which basically includes anything you charge your customers as a part of providing them telephone service. Our auditor took this to include finance charges in addition to the telephone charges. Without a specific exemption, the charge fell in the broad category of Gross Receipts and we were liable to pay—or liable to spend a lot of time and money arguing the point.

Second, auditors look at the description of the charges to determine the tax liability. Therefore, if you bill a per-semester fee for dial tone, don't call it a telephone line charge which is taxable; call it a Technology Fee, or better yet, build it into the room fee so it is not an issue.

The third point is that absent a specific ruling, the logic of an auditor will be: Why shouldn't we get the tax revenue for charges from the nonexempt individuals? Would they pay taxes if the school had no phone service and they had to subscribe with the LEC? Does the school collect sales tax from these individuals when they purchase items in the college operated bookstore? Without a school-specific ruling to the contrary, it is likely that the logic (and need for revenue) of the auditor will prevail and the school will be liable for the taxes. Unfortunately, after an audit, the students are long gone and the liability of the tax and associated interest and penalties will fall completely on the school.

Therefore, from my experience, I feel it is better to play it safe and charge the taxes on any charges which are not defined as exempt, than risk the results of an audit. Most call accounting software can handle billing for taxes and students don't (or shouldn't) expect to be tax exempt just because they live on campus.

Another excellent response came from **Walter Czerniak, Director, Computer**

and Telecommunications Operations at **Northern Illinois University**:

Within a few months of NIU's switch to student resale, the Illinois Department of Revenue audited the campus implying NIU owed back taxes. Based on what a few other schools were doing at that time, we went into resale thinking NIU and its students were exempt. The following four categories summarize our findings.

## Federal Excise Tax (3%)

According to IRS Letter Ruling 8938010 (dated June 22, 1989), all service purchased from a primary service provider was exempt from federal excise tax regardless of the fact that the service was used by students and faculty connected to the University network. The test for this ruling had to do with whether the users (students, faculty, etc.) were required to make a separate arrangement with the primary service provider rather than with the university.

Since the University Telecom office contracted for and had legal responsibility to pay, federal excise tax did not apply. Therefore both student resale and faculty and staff personal reimbursement should be exempt from federal excise tax. All attorneys will point out that the above ruling applies only to the taxpayer who requested it and each institution should request their own ruling. If you do collect this tax, it applies to almost anything that appears on the bill.

Illinois (State) Telecommunications Excise Tax (5%) Reg 495.105 allows for tax-free calls by the university for university business. Resale to students, faculty, and others who are not tax exempt requires the collection and remittance of this tax, by the university to the state. Two separate questions are raised—what to tax and how to pay. While a personal bill from the telephone company must tax the per-minute charge and the line-use fee, universities only have to tax the per-minute fee. NIU argued successfully that the line-use fee (internal campus charge) was Customer Premise Equipment and exempt. The state allows for two types of payment methods, cash and accrual. Cash—When you receive



the money you back out the tax on a percentage basis and pay the State. Accrual—Just like it sounds, you must pay based on what you bill less anticipated non-payments and refunds. This must be balanced by year end.

The last issue has to do with personal calls by employees. Technically these calls should be billed and taxed. The State will allow for no taxes if the university meets three requirements:

- (1) There is a policy in writing that discourages employees from making personal calls; and
- (2) There is alternative means available by which employees can make personal calls; and
- (3) The gross monthly amount of personal calls is not a material figure.

Do not be afraid to challenge an auditor. Read the law, contact tax lawyers and other organizations, then make a case for what is fair. You may get a better ruling than you think. NIU did.

#### Municipal Gross Receipts Tax

This tax must be handled on an accrual basis only and is applied only to traffic that terminates within the state. The university can add .15% to the tax and keep this portion to recover the cost of collecting and remitting. NIU does not add the .15%. Most larger cities and many smaller ones have some form of utility tax. A good place to find these taxes is to look at your personal home telephone bill.

#### Other Taxes

E911 Surcharge: NIU is charged like any other business, based on the number of trunks terminating on the local RBOC central office. Attempts were made to have us tax each student. NIU successfully argued that it should be treated like every other business. We do have a PSAP on campus, but agreed to fund all personnel and equipment upgrades from our own pockets. NIU also assumed responsibility for updating the 911 data base.

The biggest issue is determining which taxes, on what services, you are required to collect. The next issue is making sure your billing system can handle taxes. Most student resale packages do handle taxes quite well. Last, you will have to obtain tax ID numbers to remit and report taxes—just one more form to fill out.

#### The Telecommunications Act of 1996:

The June 3 issue of *411* indicates that most of the RBOCs are planning to expand long distance service at least throughout their geographic area by the end of 1997. More than one of them plans to offer the service outside of their region in the same time frame.

The May issue of *Monitor* has some interesting notes. One indicates that the first round of the FCC's Universal Services proceeding generated comments from over 300 different organizations. They also noted that "support is building on Capitol Hill to hold hearings on the recent mergers" of RBOCs. There was a note referring to information from the May 3 issue of *Washington Telecom Week* indicating that there is a chance that "the next Congress may consider a voice-over-internet (VON) ban because of the number of internet access providers offering voice services." There is growing concern that "widespread bypass of traditional voice networks using VON could conceivably threaten universal service as it has been known."

The Act is beginning to get court attention. *The Mining Journal*, which is the local newspaper in Marquette, Michigan had an article on June 13th that begins as follows. "Both sides of the debate over whether Congress can keep 'indecent' and 'patently offensive' material off the Internet are looking forward to the next battle-ground: the U. S. Supreme Court. The first major decision on the issue came when a three-judge panel blocked the new federal law against Internet indecency, declaring the global computer

## DC at a glance

Whitney Johnson

(Retired)

Northern Michigan University

*Whitney L. Johnson*

network deserves the highest level of free-speech protection."

Several other parts of the Act also seem to be headed for the courts. *Telecommunications Reports* (TR) indicates in the May 27 issue that some parts of the local competition material will end up in the courts for resolution.

Competition is an item that is getting a lot of press coverage. Often, it seems, agencies and organizations are trying to gain an understanding of what competition really means for them. This may take some time to define. There are individuals in the industry that would like to see universal service linked to competition (TR 5/27). Others are concerned that a bad choice of cost models could badly skew competition. It will be interesting to see where these issues end up in a year or two.

### A Sportsman's Explanation of Telecom Legislation

*Investor's Business Daily* (5/20/96, p. A6) quotes FCC Chairman Reed Hundt using a sports analogy to explain the new rules of competition for telecommunications companies: "Suppose the competitor of the local phone company were the Washington Redskins and the incumbent phone company was the Dallas Cowboys. Congress has said that the Redskins have the right to borrow Emmitt Smith for any number of plays. That is called unbundling an element of the incumbent's network. And the Redskins can use the entire Cowboys team at a discount off what Jerry Jones has paid them. That's called resale. Also the Redskins can hand off the ball to Smith if their own runners aren't doing so well. That's called interconnection. If Smith helps the Redskins get a touchdown, that's called termination, for which some think the Cowboys should be paid nothing but the Skins should get the points."



# University of Washington Fills Service Niche with T1 Channel Banks

Many college campus facilities were constructed years ago when a single telephone line per dorm room was sufficient to accommodate voice-only requirements. Things have changed. With the rapidly growing need to access the Internet and other on-line services, there has been a corresponding demand for increased network capacity. The single phone line per room simply doesn't meet the expectations of today's student.

Many campus administrators, overwhelmed by the prospect of overhauling the campus infrastructure, look for effective alternatives. The University of Washington found what they needed in a product from Carrier Access Corporation called the Access Bank™ T1 Voice Multiplexer.

"The Access Bank was exciting to find because we had been looking at several products to fill a need for our remote office connectivity model that were not living up to our technical requirements," says Geoff Lakeman, Network Engineer at the University. "We wanted a product that would allow us to extend our service platform to maintain consistency with our main campus dial plan and feature set. At the same time we did not want to introduce any new problems by using this technology.

"Technically we were looking for a product that would support *Forward Disconnect* and *CLASS* features. Our Definity PBX will send a momentary change in signaling when a calling party hangs up. The Access Bank recognizes this and will open the line for two seconds so that the CPE will drop the call. This is important for KSU's, answering machines, and other CPE to be able to release a call when the calling party hangs up. This may seem trivial to some, but this was the first product that we found that would support it and make the provisioning transparent whether a customer was served this way or directly from an analog port on the PBX."

Channel banks and DS1 technology have been around for a long time. Telcos primarily used them for interoffice trunking between their switches. In the mid '80s long distance carriers first started to extend this type of service to customer premises for direct connection to their network to offer discounts based on direct access. According to Lakeman, "We are now using direct DS1 connectivity from our PBX and in concert with the Access Bank we are able to extend campus services to locations and offer these clients all of the same features of an analog line on campus."

Lakeman says the University is now able to better serve their clients regardless of their location. "Being able to serve many locations with the same switching vehicle, voice mail, and other tightly integrated services across geographically dispersed areas is very advantageous."

Citing flexibility as one of the advantages of this approach, Lakeman said, "This arrangement can have a variety of applications from the small remote office to larger buildings that can't be connected using other means. This can also be used for disaster recovery (we experienced an extended telco cable outage but were able to get DS1 service through fiber) and quick turnups for unanticipated service requirements."

Whether this is a temporary or long-term fix (with technology, no fix is permanent!) depends on the location, according to Lakeman. "Some will be longer term where analog service with EKSUs works fine; in others it fills a gap until full voice and data terminal support directly from the Lucent Technologies Definity G3r is required. At that point we can remote a cabinet from our PBX and serve a location that way. There is a finite number of cabinets the G3r will support, so it's good to have both options."

ACUTA rep Ray Rikansrud agrees that this was "a good fit for our needs. It's

## Position Available Univ. of Calif., Los Angeles Product Manager

**Responsibilities:** Develop, initiate, & monitor comprehensive implementation plans for telecom products & services incl. business plans & support systems. Evaluate product/service life cycle for utility & cost effectiveness. Conduct market research re customer product/service needs & satisfaction. Recommend vendor pools, monitor performance.

**Qualifications:** Demon. ability to assess application potential of range of leading-edge telecom technologies, products, & services. Working knowledge of telecom industry trends & current principles/practices for product development incl. pricing, market research, product planning, vendor relations. Written, oral communication/presentation skills meeting prof. standards. Work effectively in complex organization involving rapidly changing priorities, heavy workloads, physical disruptions, highly fluid authority structures.

**Salary:** \$32,604-48,900. 2 pos. avail.

**Apply to:** Sharon Schwartz, Personnel Mgr., UCLA Telecomm., Box 951363, Los Angeles, CA 90095-1363. Indicate job #4925 & #4926 on envelope. Enthusiastically an AA/EEO employer.

small, lightweight, doesn't require racks for installation, and at the same time has technical features that go beyond what a central-office based platform offers. And it supports the applications we were looking to use it for."

Looking for ways to make this a better solution, Lakeman says, "It is primarily and only an extension of analog based services which it does well. I would like to see support for other digital based interfaces such as ISDN BRI integrated into the product which would then close the gap and be more feature rich than devices that will only perform that function."

For more information about the Access Bank, call Carrier Access at 800/495-5455



## Journal...

*Continued from page 1*

"Strategic and management issues addressed in the Journal will be targeted to meet the needs of operational staff and upper management. Technical, operational and regulatory content that has been the focus of ACUTA's previous publications will be at the core of this new publication."

The Journal will focus on the identified interest areas of the core membership, recognizing that ACUTA membership spans the range from administration to management to technical staff. Both technical and managerial, strategic and tactical approaches to the traditional voice, data, and video applications within the higher education environment will be addressed. In addition, content covering the emerging technologies for the integration of switching, transport, and desktop functions will be included. Policy, legal, and regulatory impacts on the applications of these technologies will also be of interest to the membership and to the broader academic community.

Each issue will be built around a theme, frequently reflecting the topic of the most recent ACUTA seminar. Themes for the first four issues reflect this agenda, being identified as Spring (Premier): Integrating Networks; Summer: Financing Telecommunications/Student Services; Fall: Technology in the Classroom; Winter: Strategic Planning & Team Management.

ACUTA members will be encouraged to contribute articles and case studies from their own campuses and experiences. We will provide editorial assistance whenever necessary to facilitate the sharing of information that is relevant to all ACUTA members. In addition, presenters at conferences and seminars will be encouraged to contribute articles when appropriate. A mix of additional authors will be cultivated, with some articles written by authors who are recruited for their expertise in a particular field.

A number of departments will be regular features in the Journal, including:

- President's Message
- Executive Director's column
- Member profile

The Journal will begin as a 48-page publication. The front cover will typically feature a full-color photograph representative of either the lead article or an Association event. The Journal will include advertising, which will offset the cost of production.

It is our intent to present useful, timely information for the telecommunications professional in a visually appealing publication of high quality. Most issues will contain four to six feature articles and two or three case studies. We expect this to be the kind of publication that will be useful over an extended period of time; one that will be archived indefinitely as a reference for the college telecommunications department as well as others.

"The Journal is a valuable new resource," remarked Dave O'Neill, ACUTA President. "It will provide a forum where topics both operational and academic in nature can be explored in greater detail than was possible or practical in a newsletter. I believe this is but one more opportunity provided to our membership to exchange information with others in our discipline, a basic concept long familiar to all ACUTA members."

The Journal will have an impact on the newsletter, which will remain a monthly publication but will be somewhat reduced in size and will feature shorter articles and time-sensitive information in addition to Association news.

We believe this publication will enhance our visibility in the telecommunications industry and further establish ACUTA as the authoritative source for information relative to telecommunications in higher education.

"I'm excited to be a part of this moment in ACUTA's history," says President-Elect Jim Cross. The launch of the Journal provides ACUTA the opportunity to enhance the organization's profile while responding to the educational and professional needs of the members."

You should expect to see the first issue in March, 1997. If you would like information about writing for the Journal, call Pat Scott at the ACUTA office (606) 278-3338 or e-mail [pscott@acuta.org](mailto:pscott@acuta.org).

## How to Subscribe to ACUTA Listserves

ACUTA members may participate in online discussions via our two listserves. For general telecommunications issues, you may ask questions of other ACUTA members via the telecom listserve. For legislative and regulatory issues, you'll want to subscribe to the legreg listserve. By subscribing, you add your name to a list of ACUTA members who receive electronic messages from each other on topics of mutual interest.

To subscribe to either of the listserves, send an e-mail message to [MAJORDOMO@ACUTA.ORG](mailto:MAJORDOMO@ACUTA.ORG). In the body of the message, type either of the following: *subscribe telecom* or *subscribe legreg*. Do not put anything in the subject line, and if possible, turn off the signature line if you use one in your e-mail messages.

Once a subscribe request is received, Majordomo will send you an e-mail message to let you know that your request has been received and is waiting to be approved by the listserve manager (Aaron Fuehrer). Because the listserves are for ACUTA members only, each subscribe request must be verified before a user is subscribed. After approval, Majordomo will send you a welcome message via e-mail along with information about the listserve and guidelines for proper use.

To send mail to the listserve once you have subscribed to it, use one of the following addresses:

[LEGREG@ACUTA.ORG](mailto:LEGREG@ACUTA.ORG) or [TELECOM@ACUTA.ORG](mailto:TELECOM@ACUTA.ORG). You may unsubscribe at anytime from either listserve by sending a message to [MAJORDOMO@ACUTA.ORG](mailto:MAJORDOMO@ACUTA.ORG). In the body of the message type *unsubscribe telecom* or *unsubscribe legreg* depending on the listserve you want to unsubscribe from. Again, leave the subject line blank and, if possible, eliminate any signature line that may appear at the bottom of your e-mail message.

Questions or comments should be directed to [AFUEHRER@ACUTA.ORG](mailto:AFUEHRER@ACUTA.ORG) or call (606) 278-3338.



# Everyone Wants Voice Mail (No One Wants Training...)

As **Carnegie Mellon** considers voice mail for all students, **Mary Pretz-Lawson** (mpl@cmu.edu) posed several questions to the listserve recently: "For those of you already doing this, what is the percentage of students who actually use it? Also, what is the port contention between students and faculty/staff? Will students use voice mail in the same time period as faculty/staff?"

Feedback from ACUTA members was fast and thorough. **Nancy Levine** (nlevine@wppost.depaul.edu), Telecommunications Manager at **DePaul University** in Chicago, wrote:

DePaul U only provides voice mail boxes to about 2000 residence hall students, but I have run into some interesting things:

- All of my res hall students use it—a lot.
- We purchased a system just for students and we also use an automated attendant for staff/faculty at the campus with the res halls on the same system.
- There is a lot of port contention. While we are "under ported," there are several times during the day where the auto attendant does not answer, because the students tie up all of the ports! My solution is to install additional ports and memory this summer. Of course, this could have been avoided if we were properly ported to begin with.
- Be careful how your vendor figures your port utilization! I don't think that students can be considered with the same formula as business.
- We also automatically purge listened-to messages after 3 days, and we still have a memory problem. They hoard messages!

From **Kansas State**, **Fred Damkroger** (wfd@telecom.ksu.edu) reported that they offer voice mail to students who sign up for their long distance service. "Needless to say, many sign up just to get voice mail, but as the word gets around, most end up using our LD. The students are very appreciative of the service. We have had no problems whatsoever, contention or otherwise."

**Carol Lehman** (clehman@ashland.edu) at **Ashland University** says they provide voice mail service to students, and "have found that the students use the voicemail more than the faculty and staff. For a while a lot of the faculty and staff didn't bother. Recently, more and more department heads are requiring their staff to put their phones on voice mail when they are not in the office, and more and more faculty are using their boxes. Still, I think all of our students use the voice mail. Mid-afternoon is the heaviest time for student use. You can tell as soon as the majority of them are

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Mid-afternoon is the heaviest time for student use. You can tell as soon as the majority of them are out of class for the afternoon—the first thing they do is check their voice mail.

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—Carol Lehman, Ashland Univ.

out of class for the afternoon—the first thing they do is check their voice mail."

## Voice mail training

**Gail Schaplowsky** (gschaplowsky@ukans.edu) from **University of Kansas**, Lawrence campus, wanted to know how other universities handle voice mail training. "Do you provide live training sessions?" she wrote. "Do you require all subscribers to attend? Or do you provide materials to new subscribers to do self-training?"

According to **Anne Apicella**, **University of New Mexico** requires all new users to attend a live, 30-minute voice mail training session. "We have found that requiring attendance at the training saves our limited customer service resources many hours of individual coaching—a burden we would not be able to handle with our relatively small staff."

About 98% of users comply and invest the time to learn to use the voice mail system effectively. "The other 2% who say they simply cannot afford the time

are allowed instead to sign a form authorizing us to charge their internal account number (at the rate of \$48 per hour) if they must call us for individual assistance. As you might expect, signing this form gives reason for them to reconsider. It has been a very effective technique for us.

"Another good tactic for us was to publish the voice mail user guide in the campus directory."

**Mary Powell** (map@noc.drexel.edu) at **Drexel** responded, "Unfortunately, we do no formal training. In general, I think people are 'too busy' to attend, and also feel like 'it can't possibly be very complicated.' We do mail out (inter office mail) an instruction booklet to each new user. We also have directions posted on-line internally, and printed in the front section of the Telephone and Office Directory. They seem to refer to the directory most often."

Nancy Levine at DePaul stated, "I recently worked with our Human Resources department to incorporate telephone and voice mail training into their weekly orientation training for all new employees. One of my analysts takes 1/2 hour every Monday to train at the orientation. New employees have to go to this orientation to fill out their benefits form, so we have a captive audience."

**Diane R. Winkler**, **Union College**, Schenectady, New York (winklerd@alice.union.edu) does her own training. "When we first put in voice mail, I had sessions with most departments and general sessions with anyone interested in attending. At first it was no training, no voicemail, but I've softened on that. I did training initially for all RA's and sent a comprehensive, customized brochure with instructions to all 2000 students. We're going into our 3rd year so the kids have it down. New faculty/employees we send a packet of information. When we put in fax mailboxes, conference mailboxes and other features, there will be mandatory training—that's down the road."



## Virtual University under development by Western states

A group of governors of Western states sees the powers of technology-based teaching and learning as a way to align higher education systems with needs in their areas. Spearheaded by Utah Gov. Mike Leavitt and Colorado Gov. Roy Romer, they are working with higher education institutions and corporate leaders to develop ideas and plans for what is currently called the Western Virtual University. Leavitt expects that in the future "an institution of higher education will become a little like a local television station. It will import some of its content. It will create some of it locally. And it will export the best of what it produces locally." Contact: Tom Singer, [tsinger@csn.org](mailto:tsinger@csn.org) <http://wga-internet.westgov.org/smart/vu/vu.html>

## Lehigh student develops virtual support group

A sophomore at Lehigh University, Joshua Lippiner, has created a Web resource for people affected by illness, either directly or indirectly. Hands Across the Net was designed to help people connect with others who may be in a similar situation, and to link them to other resources dealing with medical and social issues. <http://users.mwci.net/~sports/hands>

Lehigh's ACUTA rep is Roy Gruver.

## McGill University and IBM team on operating system adaptation

McGill University and IBM have agreed to a large-scale joint venture to accommodate existing UNIX software to IBM's new operating system, OS/390 (formerly known as MVS/Open Edition), to open the IBM mainframe data banks to organization-wide networks. IBM is setting up porting centers at McGill, Ryerson Polytechnical Institute, and the British Columbia Institute of Technology, where most of the work will be done. The three-year porting effort begins in Canada this summer; IBM expects to expand the project to universities in the U.S. and Asia. (*The Gazette*, Montreal, 3/25/96)

ACUTA rep at McGill is Gary Bernstein.

## International University College offers Web-based B.A.

International University College has announced a Bachelor of Arts in Business Communication degree completion program delivered entirely via World Wide Web. IUC, which debuted its online and cable telecommunications with a Master's program in Business Communication last spring, will offer 10 bachelor's courses in the first year and add 10 more in the second—the equivalent of 60 credit hours. IUC is affiliated with Mind Extension University. Contact: 800-777-6463, <http://www.iuc.com>

## Campus News Briefs



Illustration courtesy of MCI

## UC-Boulder seniors fund kiosk conversion

The class of 1996 at the University of Colorado-Boulder decided to "do something useful" for their senior class gift: raise \$22,000 to upgrade campus information system kiosks to make them Web- and e-mail accessible. The gift-selection committee noted that the more flexible kiosks will relieve pressure on computer labs, where many users surf the Web or use e-mail. The campus will phase out the old CUline information system over the summer and migrate information and databases to the Web. The CU Foundation is matching funds raised for the project. [CU-Boulder DigiT, May/June 1996]

Dennis Maloney is CU Boulder ACUTA rep.

Thanks to CAUSE's electronically delivered Campus Watch for the information on this page.

## Welcome New Members

June, 1996

### Institutional Members

- Rutgers Univ., Newark, NJ. Shirley Pettiford, 201/648-5342; Tier 3
- St. Mary's Univ., San Antonio, TX. Graciella Cuevas, 210/436-3557; Tier 2
- Univ. of Auckland, New Zealand. Keith Ashton, 64/9-373-7599, x8855; Tier 4

### Emeritus Member

- Whitney Johnson (retired from Northern Michigan Univ.), Marquette, MI 906/249-3641

### Corporate Affiliates

#### COPPER LEVEL

- Advanced Telecommunications Inc., Naperville, IL. David Stanley, 312/441-8500

- KLF Business Communication Systems, Indianapolis, IN. Donald Barrett, 317/876-6504
- Pacific Telematics Inc., San Mateo, CA. Gary Lambert, 415/341-4400
- World XChange Communications, San Diego, CA. Scott Goodwin, 619/625-3360



# Industry Insights



## Get serious with UnGame

DVD Software (Irvine, CA) had just what Oregon State University's business school manager needed. No longer can some students tie up computers for hours playing games while other students wait for a turn at the keyboard to complete assignments. Now UnGame scans the hard drive for any of 4,600 games every time the computer is turned on or logged on to the network, and the list of games is updated monthly.

## Cyberbooths provide e-mail access

Long layover in an unknown airport? No need to be bored. San Diego-based software company Atcom/Info has developed public access cyberbooths where travelers can log on to read their e-mail or surf the Web in airports, hotels, convention centers, or other public spaces. Users enter credit card information to use e-mail systems such as AOL or Netcom, at fees ranging from \$3 for 7 minutes to \$20 for an hour, according to the *New York Times* (5/25/96).

## Bringing 20th Century technology to Africa

Imagine the least-connected place on earth. Sub-Saharan Africa has an average of one phone line for every 217 people, and 72 percent of the population lives in rural areas where, in some places like Chad, that statistic becomes one phone for every 800 people, according to the *San Jose Mercury News* (5/27/96). Decrying this total lack of computer culture, Larry Irving, head of the National Telecommunications and Information Administration says: "It's the same thing as not having a port in the 1600s, or a railroad in the 1900s. So if your economy isn't developing now, and you don't have access to the basic infrastructure of the information highway, you won't grow."

Solutions may lie with companies such as WorldTel, a London-based company created by the UN's International Telecommunication Union and funded entirely by the private sector. WorldTel plans to lay up to 40-million telephone lines in developing countries over the next decade, according to the *Toronto Financial Post* (6/7/96).

## VDOPhone software uses regular phone lines

It could be a shot in the arm for telemedicine, a new lesson plan for distance learning. VDOnet Corporation, based in Palo Alto, CA, has developed a full-color, two-way videophone that can be used over regular phone lines. The VDOPhone, which is actually software, not a telephone, works with a small camera and microphone at each end and provides real-time video on a computer screen by transmitting signals over a modem and regular phone lines. Currently available in beta version, VDOPhone is expected to show up in PCs by the end of the year. VDOnet will promote the technology first to corporations for use in internal communications and staff training, but the company also plans to target distance learning providers and the medical professions.

## Talk or text: Motorola does both

E-mail into voicemail. Voicemail into e-mail. Motorola's new service will work both ways by 1997. Right now the new service is capable of translating an e-mail message into audio over the phone so that subscribers can check their electronic messages without a computer. By next year the company plans to offer the service the other way as well—converting voicemail into e-mail text so subscribers can check telephone messages through their computers without a phone. The expanded service will also be capable of sending voicemail or e-mail messages. Some similar voice-recognition technology being developed by AT&T could be adapted to allow household electronics to be operated through voice commands.

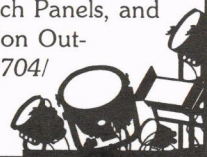
## Spotlight

Welcome to three of ACUTA's most recent Corporate Affiliate members:

**Advanced Telecommunications, Inc. (ATI)** is a leading provider of telecom systems and services. ATI offers key, hybrid, and switch telephone systems as well as numerous peripherals such as voice mail and data related products. *Dave Stanley, 312/441-8500 x 229*

**Pacific Telematics** provides mission critical software, data products, custom software development, and management and technical consulting nationwide including AccuTRAC™ (call accounting and telemanagement) and AccuRATE™ (tariff data). *Gary Lambert, 415/341-4400*

**Superior Modular Products** is committed to providing cutting edge cross-connect technology, from design and manufacture through sales and service. FIBEROPTICX™ Cabinets, PERFORMANCE 5PLUS™ Patch Panels, and AXCESS™ Information Outlets. *Paul Valliere, 704/298-2260*





Each year at this time, I sit down to prepare a report to the ACUTA members in attendance at the Annual Business Meeting. It is always a challenge to summarize the year's activities in the 10 minutes allotted. In fact, it's impossible, so I focus on those accomplishments that I feel have benefited the members most directly. Even then, it is necessary to cover only the briefest highlights, and I hope that members who desire more information will seek it out.

This year, I'd like to share an expanded version of my Annual Report with readers of the *ACUTA News*. So, in case you can't join us in Chicago, here it is:

The year since the 1995 Annual Business Meeting has been another active and eventful one for the ACUTA headquarters office in Lexington. We have continued to grow and add to the mix of services we offer to the institutional and corporate affiliate members, reflecting the rapid change in our members' professional lives. In this column, I want to highlight some of the major efforts that are ongoing at Headquarters, and touch on some new developments that you can expect to see in the coming months.

One major area we have focused on is improving the ease of access to information for Association members. Our primary method for doing this has been expanding our on-line information resources. ACUTA's home page on the World Wide Web was introduced at last year's conference in Orlando. Since that time, we have been in an expansion mode, continuously adding content to the Web site.

Since our Home Page debuted, we have had over 6,500 visitors to our electronic home, including over 1,200 visits to the Legislative/Regulatory section.

Right now, the Web site contains information on

- Membership
- Meetings
- The Board of Directors and Staff
- Job Postings
- The ACUTA Resource Library, including a searchable catalog of listings and an on-line order form
- Copies of the *ACUTA News* before it is mailed, and listings of our monographs and other publications
- Extensive Legislative and Regulatory information, including copies of ACUTA

filings and position papers, legal opinions and analysis, information on all of the issues that ACUTA is monitoring, and links to the FCC, the US Congress, and other key sites that maintain legislative and regulatory documents

- A search engine, allowing you to search our Web site by key word or concept. You can order a document from the library on-line, respond to a call for presentations, peruse the exhibitor list for the next ACUTA Conference or Seminar to decide which booths you want to visit, or print a registration form for upcoming events.

At this year's conference, we are demonstrating our latest addition:

- An on-line searchable membership directory, that will eventually have e-mail links to member schools and companies.
- And in the near future, we'll be adding:
- On-line registrations and purchases, including payment by credit card
  - Information on facilities and services available at member schools
  - Information on telecommunications degree programs

And much, much more...

Finally, this year we introduced two list serves for electronic discussion among ACUTA members. The use of this service has literally exploded, with nearly 500 members subscribed to the two lists. If you aren't taking advantage of this opportunity to receive advice from hundreds of experienced telecom managers around the world at a moment's notice, you are missing out. Some members tell us this is the best service we've ever introduced.

Another major focus of the Lexington staff this year has been research and development of the new *Journal of Telecommunications in Higher Education*, which will be published beginning in Spring, 1997. Literally hundreds of hours have gone into researching member needs, studying other publications, developing concepts, and planning the business side of this major new venture. Our work on this project has just begun, and we are committed to producing an educational, attractive, and financially sound publication that our members will be proud to share with their on-campus colleagues and administrators.

We have continued throughout the year to strengthen our relationships and information exchange with other professional

## From ACUTA Headquarters



Jeri A. Semer, CAE

ACUTA  
Executive Director

associations in higher education and telecommunications. Through these activities, we have sought to increase ACUTA's visibility, by providing speakers for association conferences and becoming a resource for information on information technology in higher education. I am pleased to report that, although some associations in our field are suffering from dwindling membership and participation, ACUTA is continuing to thrive and grow. Our membership base is solid, and our finances are strong.

Our challenge as a leadership team is to continually assess ACUTA's place in the rapidly changing higher education and technology environment. We are prepared to change and mold the Association's services to meet the membership's changing needs. In this way, we will continue to meet a vital need for information and service to higher education telecommunications leaders.



# Bulletin Board

## Position Available

Univ. of Calif., Davis

Network Operations Center Mgr.

**Responsibilities:** Manage newly created unit responsible for operation & maintenance of expanding 20,000 node ATM campus network, Student Housing cable TV infrastructure, 800 MHz radio system & emerging wireless networks. Establish campus network policies & standards, perform capacity planning, develop campus-wide network training programs, provide financial mgmt., work closely with R & D staff on integrating new voice, data & video technologies into daily operations, perform hands-on network mgmt. programming.

**Qualifications:** Excellent managerial & team building skills in addition to in-depth knowledge of networking architectures, technologies, & protocols. Demonstrated experience with ATM, FDDI, Ethernet, video networking, voice networking, wireless communications, configuration & maintenance of routers, switches, hubs, Unix programming & HP Open View.

**Salary:** \$47,700-71,600

**Apply to:** Job #6-1107. Send detailed resume to UC Davis Employment Office, TB 122, Davis, CA 95616. For additional information, see <http://hr.ucdavis.edu/emp/eob.htm>

## Position Available

Saint Mary's University

Director of Media & Telecommunications

**Responsibilities:** Manage & maintain voice systems, long distance resale, carrier services; oversee mgmt of & assist in maintaining LAN/WAN systems & media services; implement, manage, & assist in maintaining CATV/CCTV system; budgetary responsibilities; supervision of staff; other as assigned.

**Qualifications:** BA/BS; MA/MS pref; 3+ yrs exp; strong cust. svc. orientation; eff. comm. organization skills; financial mgmt. exp.; technical expertise in above areas w/ emphasis on TCP/IP, routers, PBX, voice mail, WAN mgmt., video conf. Exp in college/univ. environment a plus.

**Salary:** \$30-40,000; start ASAP

**To apply:** Send letter of app. resume, 3 letters of rec. & transcripts to Search Comm., Attn: David Kudrle, Saint Mary's Univ. of MN, 700 Terrace Heights #33, Winona, MN 55987

Additional position listed on page 6

## Position Available

University of Vermont

Telecommunications Manager

Telecomm. Manager needed to manage operations of the University's phone system to include office operations, budgeting, training and coordination/monitoring of projects. B.S. in Business Admin. or Computer Science and at least 3 years experience required. Experience with relational databases, Unix, NT and data communications are all plusses.

Apply immediately with cover letter and resume including social security number to: UVM Employment Office, 232 Waterman Bldg., Burlington, VT 05405

AA/EOE

## Position Available

McGill University

Manager of Operations

McGill Univ. runs a networked Nortel Option 81 & Option 61 system providing telephone, voice mail & switched data & LAN wiring services to over 8,000 users at two campuses. 16 full-time staff members, 2 vendor on-site techs, plus contract labour.

We are seeking, initially on one-year contract, experienced Manager of Operations for our Nortel-based telecom systems.

**Responsibilities:** Provides direction for and daily supervision of team of 3 MAC clerks, 2 staff technicians, 3 vendor technicians. Emphasis on providing consultation to users on phone configs, features & systems. Responsible for routine organization of maintenance and upgrade activity.

**Qualifications:** BSc in Comp. Sci. or B. Eng. Min. 5 years exp. with SL1/Meridian 1/Meridian Mail systems. Excellent mgmt. skills. Exp. purchasing telecomm eqpt, incl. telephones, wire/cable, jacks, panels etc. Min 3 yrs. exp. with LAN wiring & cabling. Strongly self motivated, hard worker, keen to learn. Must enjoy working with a certain degree of stress.

**Salary:** \$50K range. Great benefits; pleasant atmosphere.

**To apply:** Please forward some info about yourself by e-mail or fax. Expect to hire in the July time-frame. Contact: Gary G. Bernstein, Assoc. Dir., Telecom, McGill University, Montreal, Quebec Canada. Phone: 514-398-4279; Fax: 514-398-3594 E-Mail: Gary@Telecomm.McGill.Ca

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Telecommunications Administrators  
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Lexington, KY 40503-2486

## Correction

In the June issue of ACUTA News, Agile Networks contributed a fine article on Virtual LANs at University of Mississippi. We regret that Agile's phone number was listed incorrectly. The correct number is 508/263-3600.

Check the ACUTA homepage for position ad updates: [www.acuta.org](http://www.acuta.org)